

Prospect + Ferris Redevelopment Plan



Prepared by

Topology

For

Westfield
Town Council

November 23, 2021

1. Background + Context



Why Redevelopment?

- Allows for specificity regarding building and site design beyond what is possible through traditional zoning.
 - *South Avenue RDP*
- Can promote public benefits above and beyond what is possible through traditional zoning.
 - *South Avenue RDP*
- Can accommodate unconventional land uses.
 - *Handler RDP*
- Allows for expanded control via use of Redevelopment Agreements
 - *Handler RDP, South Avenue RDP*

Why Redevelopment?

- Allows for specificity regarding building and site design beyond what is possible through traditional zoning.
 - *South Avenue, Prospect + Ferris RDP*
- Can promote public benefits above and beyond what is possible through traditional zoning.
 - *South Avenue, Prospect + Ferris RDP*
- Can accommodate unconventional land uses.
 - *Handler, Prospect + Ferris RDP*
- Allows for expanded control via use of Redevelopment Agreements
 - *Handler, South Avenue, Prospect + Ferris RDP*
- Support historic preservation efforts
 - *Prospect + Ferris RDP*

Redevelopment Plan Area



Block: 2504
Lots: 12, 13, 14
Area: .95 Acres



Existing Conditions



Existing Conditions





1



1



2



3



4



4

2

3

Neighborhood Context

800 ft



NELSON PL.

LUDLOW PL.

CLARK ST.

FERRIS PL.

PROSPECT ST.

2020_2504_12

2020_2504_13

2020_2504_14

ELM ST.

E ROAD ST.

QUIMBY ST.

CENTRAL AVE.

LENOX AVE.

ELMER ST.

N. AVE. W. STATE HWY RT. 28

PLAZA

PLAZA

~7 min walk to train



Westfield Station

0 200 400 600 800 ft

Neighborhood Context

Regulatory History



December 2019: Master Plan Reexamination: “Block 2504, Lots 12, 13, and 14...should be looked at as an area for possible rezoning.”

October 2020: Townwide Area in Need of Rehabilitation designation.

June 2021: Master Plan Land Use + Circulation Element: “Consider use of...Local Redevelopment and Housing Law to encourage appropriate redevelopment of...B 2504, L 12-14.

June/July 2021: Preliminary project presentations by property owner.

Potential Process



November 23, 2021: Potential introduction of Redevelopment Plan ordinance by Town Council.



TBD: Potential Planning Board consistency review.



TBD: Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



TBD: Potential consideration of Redevelopment Agreement.



TBD: Potential Site Plan application.

2. Plan Overview



Plan Overview

- **Use**
 - Up to 64 residential units.
 - 15% affordable component for rental units
 - No three-bedroom units except as needed to satisfy affordable housing requirements.
 - Up to 1,000 SF of retail or cafe space to activate the Ferris Place/Prospect Street corner.
 - Conversion of Historic Structure into “Educational and Cultural Amenity”
- **Key Building Standards**
 - Maximum 4 stories, 50’
 - 1.5 parking spaces per residential unit

Highlights

- Historic Preservation
- Architecture
- Sustainability
- Parking
- Mobility
- Site Design

Historic Preservation

- Restoration of historic structure at 112 Ferris Place.
- Reuse as an **educational and cultural amenity.**
 - “A non-profit facility where elements of historic significance are preserved and presented for cultural and/or educational purposes.
 - Publicly accessible.
 - No private parties/special events.
- **Protection Plan** and **Reuse Plan** required with RDA.
 - Restoration in accordance with Town’s historic design guidelines.



Architecture



Key Architectural Feature: Control over materials.

Architecture



Key Architectural Feature: Active corner at Ferris/Prospect with massing tapering away.

Architecture



Key Architectural Feature: Direct entry residential units along Prospect Street.

Architecture



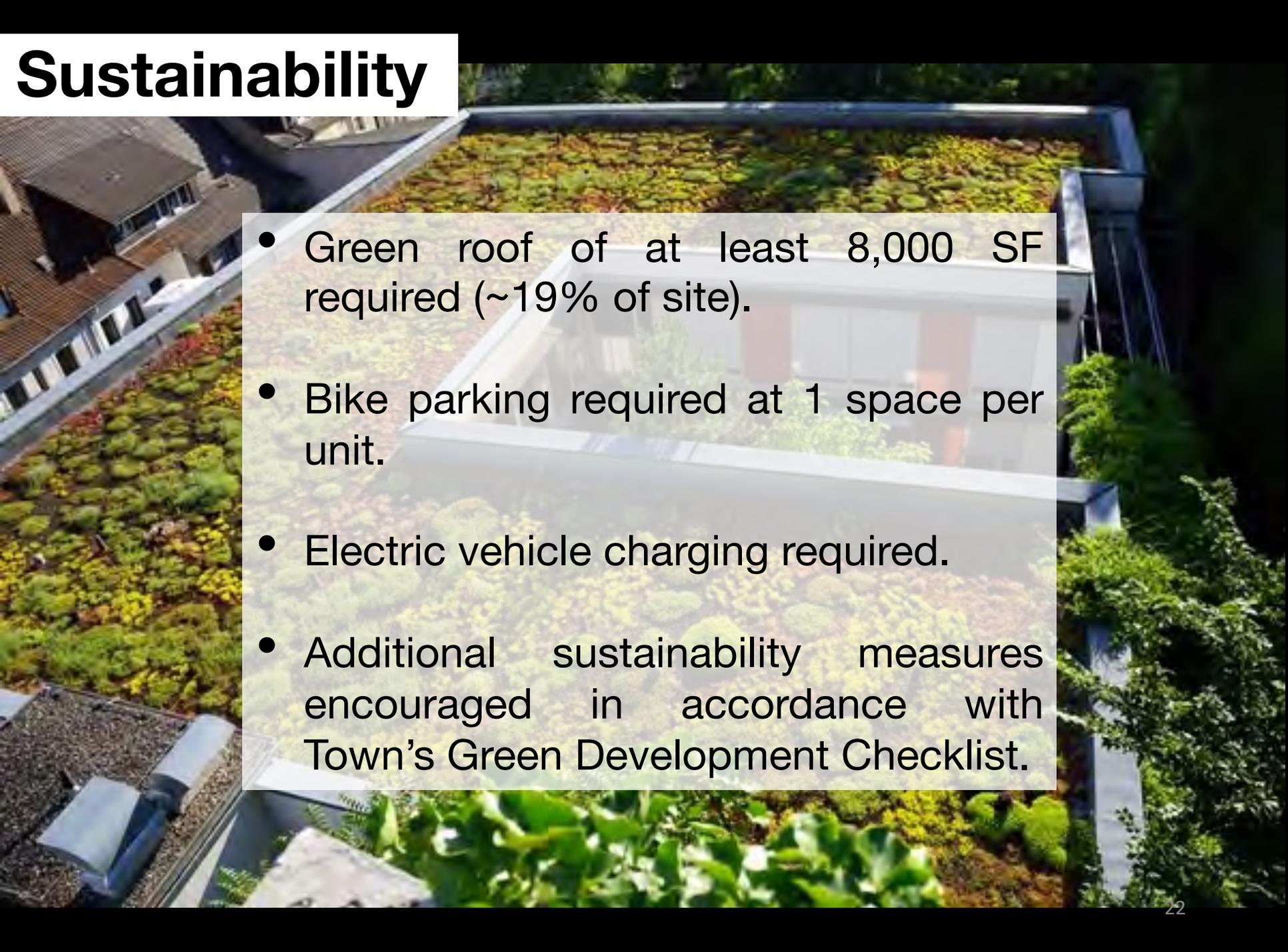
Key Architectural Feature: Building articulation to prevent a long and monotonous façade.

Architecture



Key Architectural Feature: Contextual building elements and features complementary to surrounding area and Westfield generally.

Sustainability

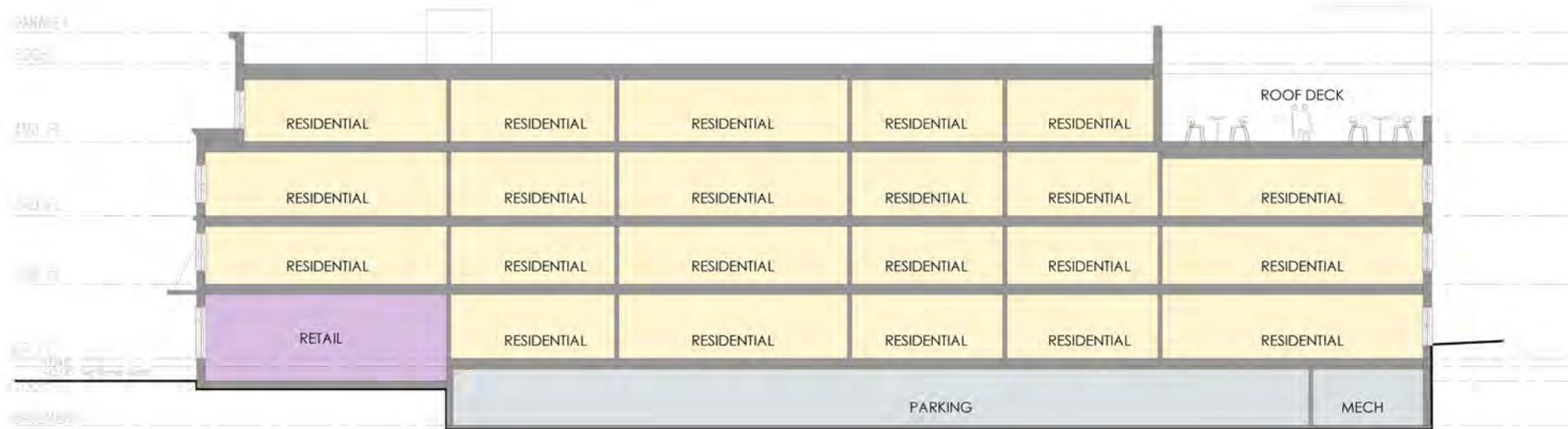


- Green roof of at least 8,000 SF required (~19% of site).
- Bike parking required at 1 space per unit.
- Electric vehicle charging required.
- Additional sustainability measures encouraged in accordance with Town's Green Development Checklist.

Parking

Conceptual building section showing location of parking.

Source: MHS



- Plan requires 1.5 spaces of below grade parking per residential unit.
- Entrance to parking along Ferris Place.
- Redeveloper to seek creation of loading/drop-off zone on north side of Ferris Place.

Mobility

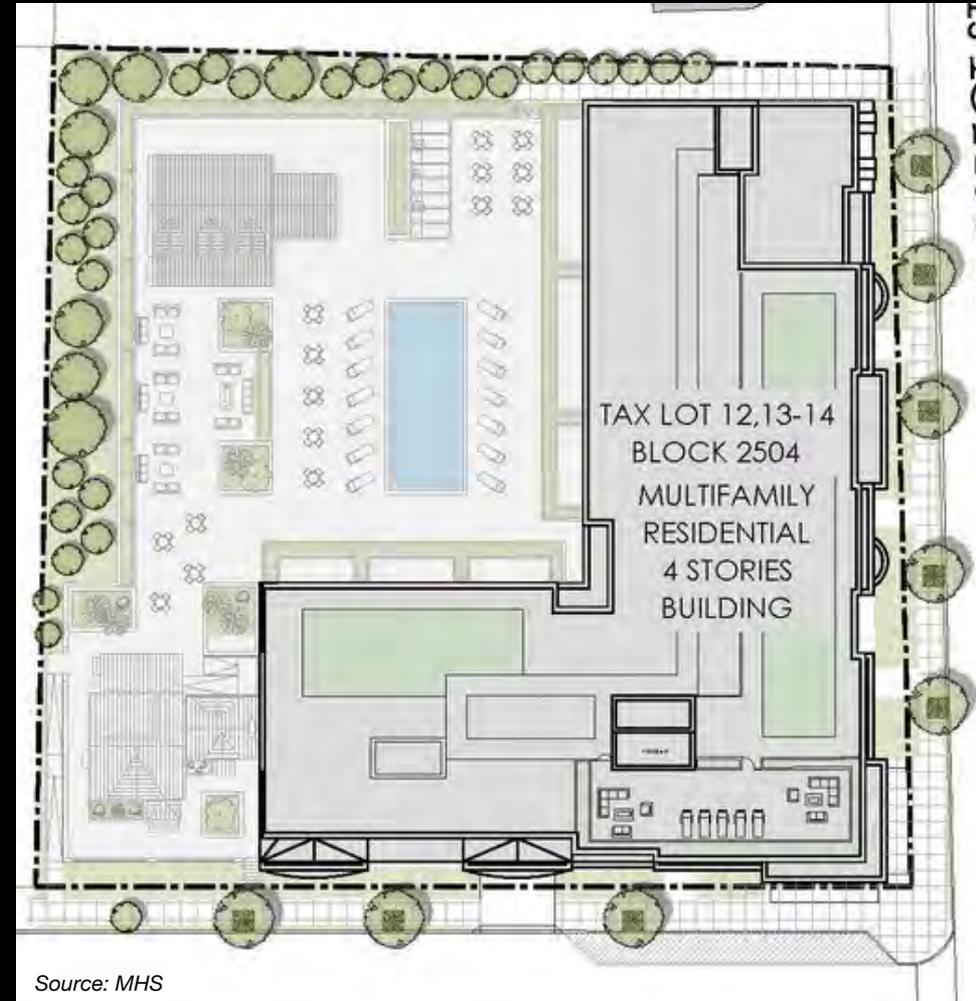
- Any RDA shall include a Traffic Impact Study that analyzes:
 - Ferris Place/Prospect Street
 - Ferris Place/Clark Street
 - Prospect Street/E Broad Street
- Streetscape improvements required in accordance with MP recommendations for “Downtown Edge Street.”
- Pedestrian bumpout envisioned for corner of Ferris/Prospect.



Intersections to be analyzed in Traffic Impact Study.

Site Design

- Standards for landscaping, lighting, utilities, and buffering with adjacent properties.
- Outdoor amenity space in rear of building and roof deck are permitted with corresponding standards governing design and operations.



Source: MHS

Conceptual site plan

3. Next Steps



Potential Next Steps



November 23, 2021: Potential introduction of Redevelopment Plan ordinance by Town Council.



December 6, 2021: Potential Planning Board consistency review.



December 7, 2021: Potential second reading, public hearing, and adoption of Redevelopment Plan ordinance by Town Council.



TBD: Potential consideration of Redevelopment Agreement.



TBD: Potential Site Plan application.

An architectural rendering of a multi-story brick building with a street scene. The building features a prominent corner entrance and multiple windows. The street is paved with a green-painted section, and there are several cars and pedestrians visible. The sky is clear and blue.

Thanks for listening!

Questions / Comments?